



**WROC**  
2011 Humboldt St  
Rochester, NY 14610

**Shorr Johnson Magnus**  
100 North 20th Street  
Suite 201  
Philadelphia, PA 19103

## Contract # 1442127

<b>Schedule Dates</b>	10/04/16-10/10/16	<b>Date Entered</b>	10/03/16
<b>Advertiser</b>	Charles Schumer/US Senate/Democrat/NY (83388)	<b>Last Modified</b>	10/03/16
<b>Agency</b>	Shorr Johnson Magnus (19332)	<b>Entered By</b>	Jessica Appleton
<b>Product</b>	Political - US Senate (1077)	<b>CO-OP</b>	No
<b>Brand</b>	10/4 - 10/10 WROC Order (565465)	<b>Headline #</b>	
<b>Salesperson</b>	Rochester, House (1083)	<b>Demo</b>	
<b>Sales Office</b>	Rochester	<b>Order Type</b>	Normal
<b>Buyer Name</b>	HOLLAND, ELIZABETH	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	N/A	<b>Commission</b>	\$4,560.00
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$25,840.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	CHARLES SCHUMER FOR SENATE :60 SEC SPOTS		

Rochester (WROC)		
By Broadcast Month	Spots	Rate
Oct. 2016	21	\$30,400.00
<b>Grand Total:</b>	<b>21</b>	<b>\$30,400.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/04/16-10/07/16	3	1:00	7A- CBS THIS MORNING			2	2		1			5	\$800.00	\$4,000.00	Rochester (WROC)		10/3/16
2.0	Normal Line / SPOT	10/04/16-10/07/16	3	1:00	7:28P- JEOPARDY!			1	1		1			3	\$2,700.00	\$8,100.00	Rochester (WROC)		10/3/16
3.0	Normal Line / SPOT	10/04/16-10/07/16	3	1:00	6:58P- WHEEL OF FORTUNE			1	1		1			3	\$2,500.00	\$7,500.00	Rochester (WROC)		10/3/16
4.0	Normal Line / SPOT	10/04/16-10/05/16	3	1:00	11:35P- The Late Show with Stephen Colbert			2	2					4	\$650.00	\$2,600.00	Rochester (WROC)		10/3/16
5.0	Normal Line / SPOT	10/04/16-10/05/16	3	1:00	11P- NEWS 8 AT 11			1	1					2	\$1,400.00	\$2,800.00	Rochester (WROC)		10/3/16
6.0	Normal Line / SPOT	10/09/16-10/09/16	3	1:00	11P- NEWS 8 AT 11								1	1	\$1,400.00	\$1,400.00	Rochester (WROC)		10/3/16
7.0	Normal Line / SPOT	10/10/16-10/10/16	3	1:00	11P- NEWS 8 AT 11		1							1	\$1,400.00	\$1,400.00	Rochester (WROC)		10/3/16
8.0	Normal Line / SPOT	10/07/16-10/07/16	3	1:00	9P- Hawaii Five-O						1			1	\$2,200.00	\$2,200.00	Rochester (WROC)		10/3/16
9.0	Normal Line / SPOT	10/07/16-10/07/16	3	1:00	3P- LET'S MAKE A DEAL						1			1	\$400.00	\$400.00	Rochester (WROC)		10/3/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions